

EYECARE

Retail Strategies &
Profitable Practices

BUSINESS

PentaVision

FEBRUARY 2017

Blue Light Special

Dig in to the real truths about blue light, learn how 2 ODs branded themselves as Blue Light Specialists + we unveil ECPs' best-selling blue light-blocking lenses

Titan Minimal Art - The Icon from Silhouette with custom lens etching by Luxe Laboratory

In the Cut
Rimless Eyewear,
Meet Lens Art

Are You AR-OK?
2 Must-Read ECP
Success Stories

**Where the Wild
Things Are**
Step Inside Optician
Coyote DeGroot's
Wild World

ON YOUR MARK

(From left) Vera Wang Luxe model Rhea in gold from Kenmark—oval cat-eye rimless with Swarovski crystals inset on temples. FYSH UK 3568 in color 684 from WestGroupe—metal cat-eye semi-rimless with urban-inspired print. LINDBERG Spirit Titanium model 2265—rimless sunglass with bold, flat copper-colored temples and gripping temple ends.



frame introductions

EYEWEAR ADDITIONS AND LINE EXTENSIONS



↑ ARTISTIC INSPIRATION

OVVO Optics introduces the Nouveau Collection, a capsule collection consisting of four frames (three sunglass styles and one ophthalmic style) inspired by the Art Nouveau movement of the early 1900s, and, specifically, the work of Czech painter Alfons Mucha.

According to OVVO, the feminine designs reference Mucha's paintings of women, with distinctive cutouts that mirror the "whiplash curves" of his time period. From Mucha's detailed expression of curly hair to his elegant portrayal of a woman's face and body, the new frames offer a subtle nod to one of OVVO's favorite artists and inspirations.

This mini collection also exudes OVVO's technical expertise—each pair is handmade in Europe using OVVO's patented screwless hinge and a signature surgical steel titanium composite that is notably lightweight, comfortable, and durable.

Pictured is style Alice. Suggested retail pricing for each frame is \$375.

INFO: 855-393-6886, OVVOOPTICS.COM

↓ MAN ON THE MOVE

JOE Joseph Abboud from Altair delivers contemporary shapes, new materials, and pops of colors in its latest collection, which launches this month. The lineup consists of four optical styles designed for fashion-forward, youthful men (JOE4053, JOE4054, JOE4055, and JOE4056). Pictured is model JOE4053 in Java Horn.

A revolutionary new frame material, High Density Cellulose Acetate (HDCA), is offered on two styles in the collection (JOE4053 and JOE4054). HDCA is engineered to be lighter in weight than standard acetate, thus serving up a comfortable fit that is both lightweight and durable. It can also be crafted in an unlimited variety of colors and shapes.

According to Altair, there are no limitations on the range of prescriptions that can be fit in eyewear featuring the HDCA material in frame fronts.

Suggested retail pricing is \$159-\$167.

INFO: 800-505-5557, ALTAIREYEWEAR.COM



CLEARVISION OPTICAL

BCBGMAXAZRIA | Festive | Metal Alloy/Acetate | 52/21-140 | Gunmetal Rose, White Gold | Women

INFO: 800-645-3733, CVOPTICAL.COM



WESTGROUPE

Evatik | E-9138 | Stainless Steel/Acetate | 60/16-150 | Navy Blue, Gray Lime, Black Red | Men

INFO: 855-455-0042, WESTGROUPE.COM



KENMARK

Zac Posen | Noble | Zyl | 56/18-135 | Blue Tortoise, Orchid Tortoise, Tortoise | Women

INFO: 800-627-2898, KENMARKOPTICAL.COM